

Of Interest TO MOTORISTS



Says Dad:
"I know that I'm going to like talking to the folks of TORRANCE"

Look for me in this paper every Thursday and I'll have some worth while things to tell you.

Twice You and Me!
... there's a store right here in town that adds more sense to your dollar! Guess who it is!"

I'll Be Here Again Soon
WATCH FOR ME!

THAT CAR OF YOURS

It is "ponny wise and plain foolish" to drive a car with a slightly bent rear axle shaft or spindle body, because the motorist not only takes the chance of having the axle or spindle body give way while driving, but the weakness causes the respective wheel to wobble, which adds unnecessary wear to a tire.

The battery box holder or hangers should be inspected at least twice a year, especially the kind that consist of straps, acid causes corrosion which may eat through the strap so that the battery drops out and breaks.

When it is necessary to replace a radiator on your car, by all means buy a new one of good make and material, for many used radiators have been required in such a manner that a certain amount of the cooling capacity is cut down.

Whenever your car gets too much back lash, a symptom of which is considerable play when the car is rocked, a very thorough inspection ought to be made for worn universal joints, loose wheels on rear axle shafts worn and improper adjustment of differential gears, bearings, etc.

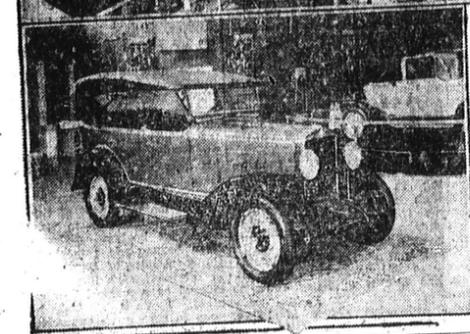
Motorists who appreciate their cars should by all means have them equipped with bumpers of good material and make, for they are insurance against broken headlights, radiators, fenders, tire racks, trunks and bodies saved from damage. Bumpers should not be considered a luxury but a necessary accessory.

The battery should be watched for external leaking, especially the kind with wooden cases. If the case is immediately replaced upon first indication of leaking, the motorist will save replacing the entire battery with a new one in most instances, because often the interior of the battery will still last for six months or a year.

New Chevrolet Six Popular At San Francisco Auto Show



The Chevrolet exhibit of new six cylinder models for 1929 has been thronged with visitors and the center of interest at all of the major Automobile Shows throughout the country. Views of the exhibit at the San Francisco Auto Show are shown above. Upper left, general view of the Civic Auditorium which shows the elaborate decorations and the stage which was erected for Creator's band which furnished the music. Right, the Chevrolet Six convertible cabriolet. Lower left, the Chevrolet Six phaeton.



Among other distinctions, the new Chevrolet six, now on display by the Torrance Motor Co. holds the record of having been viewed by more people than ever before saw a new automobile between the time of its announcement and the time the first deliveries were made. Between the mid-November announcement of the new Chevrolet 1929 line and the time of the first deliveries, January 1, it is estimated that over 10,000,000 persons paid it the tribute of a personal inspection. As great as was the enthusiasm of Chevrolet officials for the new product, none of them foresaw the overwhelming public interest that was to redound to the new Chevrolet line.

Before the first of the eleven originally planned advance showings was more than a week old, the full significance became understood of the public acclaim that the new line was winning. At Detroit, the opening day crowd that thronged to the Chevrolet advance showing was 28,000, at least 3,000 more than the best opening day crowd in the history of the famous Detroit Automobile Show. Approximately a quarter of a million persons visited the showing during its short six day New York run.

Then followed almost overnight the revised plans for a more widespread showing of the new line. Approximately 50 cities were placed on the list of added advance showings. Cars from the Flint factory had to be loaded and shipped by express. Dealer organizations in each of these places, working smoothly in every instance, selected centrally located and popular exhibit places. Newspaper advertising was relied upon to welcome the public. And the success of the suddenly planned venture was attested to by the millions who flocked to see the cars.

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Quality, better than ever; prices lower than ever

A few years ago, Kelly-Springfields were the highest-priced tires on the market—and they were well worth the difference in cost. Today, Kellys are consistently giving two and three times the mileage they did seven or eight years ago, yet they now cost no more than any of the well known makes. The explanation is simple. Public demand for Kellys led to large production and lowered costs, thus making it possible for us to offer you far better tires than the old Kellys, at half the price. If you have never used Kelly tires, it will pay you to get acquainted with them.

Mullin & Son
Redondo Blvd. at Western Ave. Torrance
Phone 320-J

Big in every way except in price



A GREAT FUTURE is being created in the automotive world these days. People are all agog about a new low-priced six that offers every desirable big car quality. It is the New Pontiac Big Six. Since the Pontiac Big Six went on display, men and women of every type have been coming to see and drive it. But most of the buyers belong to one particular group. They have taste. They love fine things. They want to step up the quality of their automobiles—and the New Pontiac appeals to them—for it's big in every way except in price!

Industrial City Motors
1912 CARSON STREET TORRANCE

THE NEW PONTIAC BIG SIX at \$745

PRODUCT OF GENERAL MOTORS

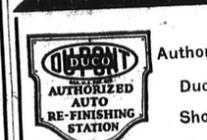
GAS GASPS



Dear Motorist:
Don't wear out your starter. Remember that Richfield gasoline from Dewey's service station makes starting quick and easy. With many thanks,

DEWEY'S SERVICE
100% RICHFIELD
Border and Cabrillo

Don't be a dumb bridge player! A few minutes each week spent in reading the weekly bridge lesson published in this paper will make people want to play with you.



When the best in auto finishing is desired, Duco done by Richards insures the highest class obtainable.

E. C. RICHARDS
526 W. 5th St., San Pedro
Phone San Pedro 3286W

Torrance Gets One of First New Road Signs

Motorists driving from Torrance to Redondo will notice that the familiar blue and white signs along Southern California's highways are giving way to the uniform system of road marking adopted by the American Association of State Highway Officials and the Bureau of Public Roads of the national government. The new signs at the junction of Carson and Hawthorne boulevards are reported to be the first to be erected of this type.

The passings of the "white angels" of Southern California's highways will be greeted with regret by many, as these friendly guides of blue and white have stood as traveler's beacons for the past 25 years. They all were erected and maintained by the Automobile Club of Southern California, which bore the entire expense, as it will the heavy cost and arduous work entailed in making the changes.

The beginning will be made on all United States highways. These include Route No. 66, from San Bernardino to Needles; Route 80 from San Diego to the Arizona line; the Nevada state line; No. 99, El Centro to Fresno county line; No. 101, from the Mexican border at Tia Juana to Monterey county line.

The new signs will be a different type and color from those with which the motorists in this section have become familiar. The warning signs will be rectangular with black letters on yellow background. The direction signs will be rectangular with black letters on white background. Boulevard stop signs will have red background with white letters.

General Motors Engineer Praises Ethyl Gasoline

LOS ANGELES, Feb. 14—The fact that 85 per cent of the motor cars manufactured today have high compression heads and that this higher compression represents the greatest forward step of the hour in automobile development, was the statement made here today by H. A. Reinhardt, widely known American automotive engineer.

Mr. Reinhardt quoted these figures in connection with his unqualified endorsement of Ethyl gasoline which, he asserted, is now made and marketed by 42 of the leading oil companies throughout the United States and Canada, including Union, Associated and Richfield on the Pacific Coast.

Discussing the history of Ethyl with press representatives, Mr. Reinhardt reminded them that the new famous anti-knock compound is the invention of Thomas E. Midgley Jr., of the General Motors Laboratories; that Mr. Midgley's invention was considered so vital to the world that he was awarded the coveted Nichols medal in 1924 by the American Chemical Society.

The engineer, after narrating these historical facts, made this significant statement: "Ethyl is endorsed by the foremost automotive engineers of the motor world and by the manufacturers of high compression automobiles. Motorists in general can well take the advice of these leaders of the industry and use Ethyl gasoline in their cars. They may be sure that, whether the car be old or new, Ethyl will give a greatly improved performance."

Answering the query as to whether or not Ethyl would have any burning or pitting effect on valves, Mr. Reinhardt declared emphatically that such intonations—made "either through ignorance or contemptive malice"—have no basis of truth.

"The natural carbon deposit found on the valves of a car which has been using Ethyl," he explained, "is of a brownish-reddish hue. This has sometimes been mistaken by repairmen for signs of burning, or rust. If the valves be ground in the usual way, they will be found invariably to be unharmed."

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Easy Riding of New Fords Due to Torque Tube

One of the things for which the new Ford car has already become famous is its exceptionally easy riding qualities over rough roads. Many factors contribute to this, especially the low ratio of unsprung weight, the flexible transverse springs, Houdaille hydraulic shock absorbers, etc., but perhaps none more than the so-called torque tube drive. This principle of taking the thrust from the rear axle was first introduced into automotive practice by the Ford Motor Company on the Model T car.

The torque tube is a metal housing surrounding the driving shaft. It takes the driving thrust from the rear axle and carries to a point universal joint housing, a point well forward on the chassis so that the car is really pulled rather than pushed over the road. This construction also relieves the rear spring of any function except that of supporting the load. This permits the leaves of the spring to be made flexible and shackled at both ends, resulting in free and normal action and an easy absorption of road shocks.

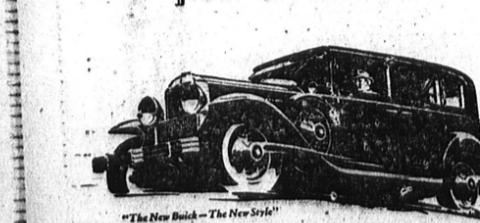
TAKE YOUR PICK
Plenty of variety is afforded the purchaser of an automobile, according to the latest figures in the 1929 handbook issued by the National Automobile Chamber of Commerce which has reached the Automobile Club of Southern California. There are a total of 143 varieties of vehicles of which 91 are passenger cars, two are taxicabs, four motor busses, and 51 commercial cars, all of these are ground gasoline driven except two electric commercial vehicles.

The number of cars produced in the United States and Canada was over 4,000,000, and there were 586,000 trucks. The world registration of motor vehicles is 31,725,000, of which 78 per cent of all are in the United States.

THE original Dodge Brothers emblem of interlaced triangles has come back to identify Dodge products on the New Six. Wings have been added to make a more attractive design. The emblem is aimed to signify speed, grace and dependability.

A new car, representing progressive principles of engineering design coupled with the ruggedness and dependability that characterize Dodge Brothers products, is offered in the Dodge Brothers Six introduced to the nation simultaneously with the New York automobile show and now on display at the showrooms of Allen H. Paul, Dodge Brothers dealers for Torrance and Lomita.

Get behind the wheel and Get the facts!



Test Buick against any automobile in the world let results on the road determine your choice

COUPES, \$1195 to \$1875—SEDANS, \$1220 to \$2145
SPORT CARS, \$1225 to \$1550—These prices f.o.b. Buick Factory. Convenient terms can be arranged on the liberal G. M. A. C. Time Payment Plan.
Buick Motor Company, Flint, Michigan
R. S. Flaherty
BUICK SALES AND SERVICE
1316 Cabrillo Ave., Torrance Phone 65
When Better Automobiles Are Built... Buick Will Build Them

Old Emblem Returns On Dodge Cars



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